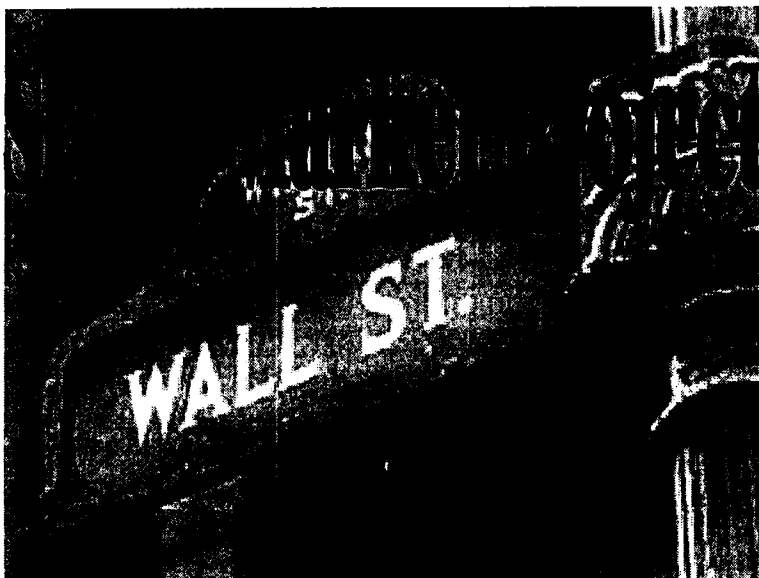


Newark Public Schools

McKinley Elementary School

New Jersey Technology Assessment Program



Stan Salagaj, Director
Office of Instructional Technology

Charlette Jennings, Supervisor
Office of Instructional Technology

Carolyn Granato, Principal

Michael Caputo, Technology Coordinator

Delia Abreu, Literacy Teacher
Frank Mavilla, Math Teacher

LESSON PLAN 1

Who Owns the World?

GOALS/OBJECTIVE: Students will learn how to turn firsthand knowledge of common products into a useful way of choosing stocks for the Global Stock Game. In this exercise, students will gain more knowledge of the products and companies in which they have had firsthand knowledge.					
ASSESSMENT METHOD:		Selected Response	Written Response	X	Performance
STANDARDS:		Personal Communication			
NJCCCS: STANDARD 8.1A2, 8.1A3, 8.1A4, 8.1A7, 8.1A10					
INSTRUCTIONS FOR STUDENTS (PROMPT): When people choose stocks, they usually want to buy the popular brand names. However, if they look for companies such as Pizza Hut, Oreo cookies, or Kleenex, they won't be able to find them. These products are not listed in the newspaper because they are not their own company and are, instead, part of a larger company, also known as the parent company. For example, Tricon Restaurants International owns Pizza Hut, Nabisco owns Oreo cookies, and Kimberly-Clark Corporation owns Kleenex.					
STUDENT DIRECTIONS: Students will research the Parent Company of familiar products found on Microsoft Excel sheet.					
TEACHER PROCEDURES:					
TEACHER RESOURCES: Internet, Internet Safety Awareness materials, Microsoft Excel					

Product Name	Parent Company	Website
iPods	Apple Computer	http://www.apple.com
Happy Feet	Time Warner	http://www.timewarner.com
PlayStation 3	Sony	http://www.sony.com
Windows XP	Microsoft	http://microsoft.com
Google	Google	http://google.com
ESPN	Disney	http://espn.com
CNBC	General Electric	http://cnbc.com
CNN	Time Warner	http://cnn.com
Navigator	America Online	http://aol.com
KFC	Tricon	http://kfc.com
Minute Maid	Coca-Cola	http://minutemaids.com
Duracell	Gillette	http://gillette.com
Cheerios	General Mills	http://cheerios.com
Cadillac	General Motor	http://gm.com
Wii	Nintendo	http://nintendo.com
Crest	Procter & Gamble	http://pg.com
WWE	World Wrestling Entertainment	http://wwe.com
Pentium	Intel	http://intel.com
BET	Viacom	http://viacom.com
Sidekick 3	Nokia	http://nokia.com
IBM Computers	IBM	http://ibm.com

Stock Options Bonds Futures AMEX NYSE

Over the counter market NASDAQ European Union

1. certificate promising debt repayment: a certificate issued by a government or company promising to pay back borrowed money at a fixed rate of interest on a specified date
2. organization of European countries dedicated to increasing economic integration and strengthening cooperation among its members. The European Union headquarters is in Brussels, Belgium.
3. Commodities traded for later delivery: goods or stocks sold for future delivery or the contracts for them
4. The NYSE (New York Stock Exchange) began in 1792, when a group of stock and bond brokers gathered in a park in downtown New York City and agreed to meet daily at that location to trade financial instruments, such as stocks and bonds.
5. right to buy or sell: the right to buy or sell something, especially a stock-market commodity, at a fixed price during a limited time period
6. market for trading stocks, bonds, and other financial instruments, based in New York City. AMEX is the third largest stock exchange in the United States, behind the New York Stock Exchange and The NASDAQ Stock Market.
7. (business), in business and finance, a share of ownership in a corporation.
8. Trades are carried out primarily online through computer networks. Unlike other stock exchanges, _____ has no central location where trading takes place. Instead, its market makers are located all over the country and make trades by telephone and via the Internet.

Stock Options Bonds Futures AMEX NYSE

Over the counter market NASDAQ European Union

9. certificate promising debt repayment: a certificate issued by a government or company promising to pay back borrowed money at a fixed rate of interest on a specified date
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Grade Level: 6th Grade

Subjects: Mathematics

Time Period: Two class period

Resources: Internet access

Objectives: In this lesson, students will learn how to get and interpret stock price data online. They will also be able to describe certain aspects of various corporations and know the meanings of important terms involving the stock market. Students will also find stock charts, company profiles, and financial information as part of the process in choosing stocks for the stock market game.

Background: The online stock quotes provide important data for students playing the stock market game. To get stock quotes in the stock game is just like students shopping in a supermarket checking on price tags for items on the shelves prior to the purchase. The quotes for this game are from the stock exchanges worldwide via the Internet delayed at least 20 minutes.

Activities: Students should go to Yahoo! Finance <http://finance.yahoo.com/> to get detailed stock quotes for Intel Corporation and answer the following questions:

1. What is the name of the stock exchange on which Intel is presently trading now?
2. How much would students have to pay for one share of Intel if they bought the stock for the stock game at this moment?
3. What was yesterday's closing price for Intel?
4. How much did Intel earn per share in the last year?
5. If students bought 10 shares of Intel at the lowest price of the year and sold it at the highest price for the year, how much money would they make?
6. At what price is Intel expected to be traded at in one year?

Click on "Profile" in the stock table and answer the following questions:

1. What is Intel's main business?
2. What were Intel's top line (revenues) and bottom line (net income) growth in the recent financial reporting period?
3. Is Intel a strong growth company? Why?
4. Who is the president, CEO, of Intel?

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YAHOO! FINANCE

Web Search

Dow ↓ 0.23% Nasdaq ↓ 0.22%

Thursday, May 17, 2007, 9:57AM ET - U.S. Markets close in 6 ho

Enter Symbol(s)

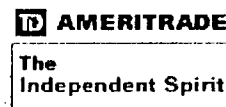
GET QUOTES

Symbol Lookup

Finance Search

Apple Inc. (AAPL)

At 9:42AM ET: **108.395** ↑ 1



Streaming Quotes: ?

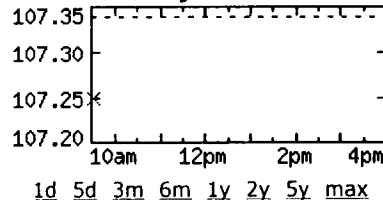
APPLE INC (NasdaqGS:AAPL)

Edit

Last Trade: 108.395	Day's Range: 107.15 - 108.50
Trade Time: 9:42AM ET	52wk Range: 50.16 - 110.20
Change: ↑ 1.055 (0.98%)	Volume: 1,494,685
Prev Close: 107.34	Avg Vol (3m): 25,651,100
Open: 107.25	Market Cap: 93.76B
Bid: 108.37 x 2800	P/E (ttm): 34.29
Ask: 108.39 x 300	EPS (ttm): 3.161
1y Target Est: 123.81	Div & Yield: N/A (N/A)

New! Try our new Charts in Beta

AAPL 17-May 9:30am (C)Yahoo!



Market Updates Hourly from Fox Business Now. Watch.

NEW Add Quotes to Your Web Site

Add AAPL to Portfolio

Set Alert

Download Data

Quotes delayed, except where indicated otherwise. For consolidated real-time quotes (including real-time pre/post market data), sign up for a free trial of [Real-time Quotes](#).

HEADLINES

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- [Motorola's Gamble: Substance over Style](#) at **BusinessWeek Online** (Thu 8:08am)
- [Tuning Out Apple TV--for Now](#) at **BusinessWeek Online** (Thu 8:08am)
- [Business Books: When success is a company's biggest threat](#) at **Reuters** (Thu 8:00am)
- [7 Options You Need to Know for Thursday](#) at **TradingMarkets.com** (Thu 7:34am)
- [Cramer: Why Tech Just Isn't Right Now](#) at **TheStreet.com** (Thu 7:10am)
- [Amazon Faces The Music](#) at **Forbes.com** (Thu 6:00am)
- [Music Service From Amazon Takes On iTunes](#) at **The Wall Street Journal Online** (Thu 12:42am)
- [\[\\$\\$\] Pressed for New Product, Motorola Sharpens Razr](#) at **The Wall Street Journal Online** (Thu 12:16am)

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KEY STATISTICS

Forward P/E (1 yr):	27.17
P/S (ttm):	4.30

Company Profile

Name of the company:

Stock Symbol:

Description of the company:

Competitors of the company:

Key products of the company:

Who is the Chief Executive Officer?

What Stock Exchange is the company traded on?

What is the current price of the stock?

What was the 52-week high?

What was the 52-week low?

What is the 1-year target price?

What's in the news about the company?

Is the company strong or weak? Why?

Student Investor Rules

1. Each group of investors receives \$100,000 to invest.
2. Each group of investors may choose no more than 5 stocks from the New York or NASDAQ stock exchanges.
3. Each account must be fully invested, so the team has less than \$5,000 in their cash account.
4. The initial purchase in one stock will not exceed \$40,000.
5. All trading must be recorded on the Stock Transaction Log provided by Mr. Mavilla

Stock Transaction Log

[illegible]

Inspiration Rubric

CATEGORY	Exemplary	Proficient	Developing
Arrangement of Concepts	Main concept easily identified; subconcepts branch appropriately from main idea	Main concept easily identified; most subconcepts branch from main idea.	Main concept not clearly identified; subconcepts don't consistently branch from main idea.
Links and Linking Lines	Linking lines connect related terms/point in correct direction; linking words accurately describe relationship between concepts; hyperlinks effectively used	Most linking lines connect properly; most linking words accurately describe the relationship between concepts; most hyperlinks effectively used.	Linking lines not always pointing in correct direction; linking words don't clarify relationships between concepts; hyperlinks don't function or fail to enhance the topic.
Graphics	Graphics used appropriately; greatly enhance the topic and aid in comprehension; are clear, crisp and well situated on the page.	Graphics used appropriately most of the time; most graphics selected enhance the topic, are of good quality, and are situated in logical places on the page.	Graphics used inappropriately and excessively; graphics poorly selected and don't enhance the topic; some graphics are blurry and ill-placed.
Content	Reflects essential information; is logically arranged; concepts succinctly presented; no misspellings or grammatical errors	Reflects most of the essential information; is generally logically arranged; concepts presented without too many excess words; fewer than three mis-spellings or grammatical errors.	Contains extraneous information; is not logically arranged; contains numerous spelling and grammatical errors.
Text	Easy to read/ appropriately sized; no more than three different fonts; amount of text is appropriate for intended audience; boldface used for emphasis.	Most text is easy to read; uses no more than four different fonts; amount of text generally fits intended audience.	Font too small to read easily; more than four different fonts used; text amount is excessive for intended audience.
Design	Clean design; high visual appeal; four or fewer symbol shapes; fits page without a lot of scrolling; color used effectively for emphasis.	Design is fairly clean, with a few exceptions; diagram has visual appeal; four or fewer symbol shapes; fits page well; uses color effectively most of time.	Cluttered design; low in visual appeal; requires a lot of scrolling to view entire diagram; choice of colors lacks visual appeal and impedes comprehension.

Power Point Rubric

Exemplary	Proficient	Developing
<p>The product shows significant evidence of originality and inventiveness. The majority of the content and many of the ideas are fresh, original, inventive, and based upon logical conclusions and sound research.</p>	<p>The product shows evidence of originality and inventiveness. While based on an extensive collection of other people's ideas, products, images and inventions, the work extends beyond that collection to offer new insights.</p>	<p>The work is an extensive collection and rehash of other people's ideas, products, images and inventions. There is no evidence of new thought or inventiveness.</p>

Presentation Rubric

Evaluating Student Presentations				
Developed by Information Technology Evaluation Services, NC Department of Public Instruction				
	1	2	3	4
Organization	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because student jumps around.	Student presents information in logical sequence which audience can follow.	Student presents information in logical, interesting sequence which audience can follow.
Subject Knowledge	Student does not have grasp of information; student cannot answer questions about subject.	Student is uncomfortable with information and is able to answer only rudimentary questions.	Student is at ease with expected answers to all questions, but fails to elaborate.	Student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration.
Graphics	Student uses superfluous graphics or no graphics	Student occasionally uses graphics that rarely support text and presentation.	Student's graphics relate to text and presentation.	Student's graphics explain and reinforce screen text and presentation.
Mechanics	Student's presentation has four or more spelling errors and/or grammatical errors.	Presentation has three misspellings and/or grammatical errors.	Presentation has no more than two misspellings and/or grammatical errors.	Presentation has no misspellings or grammatical errors.
Eye Contact	Student reads all of report with no eye contact.	Student occasionally uses eye contact, but still reads most of report.	Student maintains eye contact most of the time but frequently returns to notes.	Student maintains eye contact with audience, seldom returning to notes.
Elocution	Student mumbles, incorrectly pronounces terms, and speaks too quietly for students in the back of class to hear.	Student's voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation.	Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation.	Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.

Standards		LAST NAME	FIRST NAME
8.1.8.A.1 Use Appropriate Technology Vocabulary	8.1.8.A.2 Use Common Features of an operating system; Create, organize and manipulate shortcuts	1	2
	8.1.8.A.12 Create, organize and manipulate shortcuts	1	2
	8.1.8.A.12 Effective, accurate and uses proper techniques when inputting text and data, using touch keyboarding	2	1
	8.1.8.A.5 Create documents with advanced test formatting and graphics using word processing	3	2
	8.1.8.A.6 Create a file containing customized information by merging documents	4	2
	8.1.8.A.7 Construct a simple spreadsheet, enter data, and interpret the information	5	2
	8.1.8.A.8 Design and produce a basic multimedia project	6	2
	8.1.8.A.9 - Plan and create a simple database, define fields, input data, and produce a report using sort and query	7	N/A
	8.1.8.A.10 Use network resources for storing and retrieving data	8	2
	8.1.8.A.11 -Choose appropriate electronic graphic organizers to create, construct, or design a document.	9	2
	8.1.8.B.2 - Exhibit legal and ethical behaviors when using information and technology, and discuss consequences of misuse.	10	2
	8.1.8.B.3 - Explain the purpose of an Acceptable Use Policy and the consequences of the inappropriate use of technology	11	3
	8.1.8.B.4 Describe and practice safe Internet usage	11	3
	8.1.8.B.5 Describe and practice "etiquette" when using the Internet and electronic mail	11	3
	8.1.8.B.6 Choose appropriate tools and information resources to support research and solve real world problems, including but not limited to: On-line resources and databased Search engines and subject directories	12	2
	8.1.8.B.7 Evaluate the accuracy, relevance, and appropriateness of print and non-print electronic information sources	13	2
8.1.8.B.8 Use computer applications to modify information independently and/or collaboratively to solve problems	14	2	
8.1.8.B.9 Identify basic hardware problems and demonstrate the ability to solve common problems.	15	2	
8.1.8.B.10 Determine when technology tools are appropriate to solve a problem and make a decision	16	2	
Total		30	14
Proficiency Areas		Indicate the number of areas reached (Only 15 of the 16 areas were evaluated)	
		14	15
		31	15
		43	15
		30	14
		31	15
		31	15
		31	14
		32	15
		30	14
		24	8
		31	15
		32	15
		30	14
		32	15
		30	14
		26	10
		31	15
		43	15

< 31 Partially Proficient
32-48 Proficient
> 49 Advanced Proficient

Examples of Student Work

STOCK MARKETS

Grade 6

McKinley School
Room 205

Stock Markets are very important. Do you know what a Stock Market does or what we use it for? Well in this article you will find out what it does and what we use it for.

A Stock Market is a market where people can buy and sell stock. Charles H. Dow invented the stock market in 1884. It was started by Islamic and Jewish merchants. It opens at 9:30. It closes at 4:00. You can invest in Stock Markets. The stock market works by you investing in a company. If the company you invest in makes a lot of money your money that you invested goes up. If the company goes down your money goes down. If it is not such a good company to invest in than it will be cheaper to invest in. If it is a good company that it will cost more to invest in that company.

Some of the major Stock Markets are NASDAQ, NYSE (New York Stock Exchange), DOW JONES and AMEX. NYSE and AMEX are both in New York. NASDAQ has no central location. It is based all over the United States. NASDAQ owns a lot of companies. So does DOW JONES. They can be contacted over the phone or internet. The opening bell is the amount of money that they start off with and the closing bell is how much they end up with when the stock market closes.

All people should be able to buy and sell stock. I think that the stock market was greatly affected by 9-11 because the terrorist were targeting a big fanatical building. If the terrorist were to attack again it would be toward another big financial building. Now I have told you about the stock markets. I hope that you have learned a little something about the stock markets.

- 1) What is a Stock Market? It is a business of buying and selling stock.
 - 2) What does a Stock Market do? It allows you to buy and sell stock to make money.
 - 3) When was the Stock Market developed? It was developed in 1462.
 - 4) Where was the Stock Market developed? The stock market has no main place where it started
 - 5) What are some companies in the Stock Market? NASDAQ, Dow Jones, NYSE and AMEX
 - 6) Why was the Stock Market developed? So people can buy and sell stock and make money.
 - 7) Who started the Stock Market? Islamic and Jewish merchants.
 - 8) Was it a person or a group of people? It was a group of people
 - 9) Who or what is Dow Jones? Dow Jones is a stock market.
 - 10) Who are what is NASDAQ? NASDAQ is also a stock market.
 - 11) What is the opening and closing bell? Opening is what they start off with and the closing bell is what they make when the stock market closes.
 - 12) How do you buy and sell stock? You can buy and sell stock over the computer.
 - 13) What kind of people can invest in Stock Markets? Any one with money can invest in the stock market.
 - 14) Where are some Stock Markets located? Most of them are in new York
 - 15) What is a Stock Market used for? A stock market is used so people can make money.
 - 16) Was the Stock Market effected by 9/11/01(TWIN TOWERS) I think that it wasn't affected.
 - 17)\
- Ornella yovo

Name of the company: Coca-cola

Stock Symbol: KO

Description of the company: coca- cola manufactures drinks. It was founded in 1886. They manufacture carbonated drinks as well as noncarbonated drinks. They are nonalcoholic soft drinks in bottles and cans. They also make beverage concentrates. Like flavor ingredients, sweeteners, and syrups. They also make water, flavored water, coffee, teas, and sport drinks. They have brands called coca-cola, diet coke, sprite and fanta.

Competitors of the company: Cadbury Schweppes, Nestle, and Pepsi

Key products of the company: Coca-Cola, Diet Coke, sprite, fanta, minute made, caffeine free coke, diet coke sweetened with splenda, coca cola c2, coca cola zero, cherry coke, diet cherry coke, lemon coke, diet lemon coke, vanilla coke, diet vanilla coke, lime coke, diet lime coke, raspberry coke, diet raspberry coke, black cherry vanilla coke, and diet black cherry vanilla coke

Who is the Chief Executive Officer? Mr. Edward Neville Isdell

What Stock Exchange is the company traded on? NYSE

What is the current price of the stock? 48.94

What was the 52-week high? 49.35

What was the 52-week low? 40.86

What is the 1-year target price? 53.03

What's in the news about the company?

Is the company strong or weak? Why? It is strong. I think that it is strong because a lot of people invest in the coca-cola company. The prices seem to go up every day and it is stock is doing good and not loosing too much money.

Product Name	Parent Company	Website	Symbol
iPods	Apple	www.apple.com	aapl
Happy Feet	time warner	www.timewarner.com	twx
PlayStation 3	Sony	www.sony.net	sne
		www.microsoft.com/windowsx	
Windows XP	Microsoft	D	msft
Google	Google	www.google.com	goog
	The Walt Disney Company		
ESPN	Company	www.espn.go.com	dis
CNBC	Nbc universal	www.cnbc.com	cnbc
CNN	Time warner	www.timewarner.com	twx
Navigator	Ford Motor Company	www.ford.com	f
KFC	Colonel Sanders	www.kfc.com	KFC
Minute Maid	Coca-Cola	www.minutemaids.com	ko
Duracell	Procter & Gamble	www.duracell.com	pg
Cheerios	General Mills	www.generalmills.com	gis
Cadillac	General Motors	www.cadillac.com	gm
Wii	Nintendo	www.nintendowii.com	ntdoy
Crest	Procter & Gamble	www.crest.com	pg
WWE	Vince McMahon	www.wwe.com	wwe
Pentium	Intel	www.intel.com	intc
BET	Viacom	www.bet.com	viab
Sidekick 3	danger inc and sharp elct.	www.danger.com	trades in japan
IBM Computers	intel	www.intel.com	intc
Barbie	Mattel inc.	www.mattel.com	mat

McKinley School

Room 205 grade6

STOCK MARKETETS

What is that I am that I am researching? I am researching about stock markets And how they are used. what does a stock market do when it starts to develop? When stock markets develop hey do finance on company's items they just came out with like the new *sidekick3*. Who is Dhow Jones? Is a company who helps with the NYSE company. What is a NASDAQ? a NASDAQ is someone who helps with the stock market and does finance with it. What is the person's name who invented the stock market? The person who invented the stock market is named: Mary Bellies she whom invented the the stock market.

Which year did the stock market develop? The stock market developed a really long time ago like 3 centuries ago what is a stock market? A stock market is a place who does Finance and helps with problems and solutions where is a stock market located around a time like this? An stock market is located in a place where people don't see stock markets a lot some stocks have companies that some people don't even know what are some companies in the stock market? Some companies are electronics and windows XP companies that company works for the computer why did the stock market why was the stock market developed? And why was it develop? The stock market was developed because all the finance people have to do like for there bills and house rents they have to pay also don't make me forget that with out stock markets we won't have electronics' like PSP Game Boys I Pods MP3 Players Gigabeat's (music players like an I Pod but it is not an I Pod) who can invest a stock? The person who can invest a stock is a person who is very good in math and science like Albert Einstein what is an sim? A sim is like a person whom like a co director of an stock market and helps with finance and helps some one with there financer problems and other bill in formation

Some people ask these questions a lot in school and in jobs and these question and are what do people do in a stock market what people do in a sock market is do finance and things to help companies to come out with new things like *The SideKick3*, the *Nintendo Wii*, the *Play Station 3* also all of the nice things that people want to have ohh don't make me forget *the Envy* all those things are from the stock market all lot of people thought that stock market is an place for people to buy food and drinks just because it said the word MARKET and I learned that stocks are for finance and for peoples bills and all financial problems for adults to pay there income tax and all the business people have to do. My next question is that

Company Profile

Name of the company: General Mills

Stock Symbol: GIS

Description of the company: the company was found in 1866 By Cadwalder C. Washburn in the time of year when he found the general mills company it was ready to put up and when it was working there was a bomb in the factory and 17 workers died in the factory with the explosion it was terrible accident and when it was destroyed they had build it again by a man named George Parker.

Competitors of the company: this company sells cereal like chex cheerios trix coco resse Peanut butter cups and flour and may more items what were selling in the company like pills berry jell-o and go-gurts and Yoplait yogurt and these pudding and many more things given

Key products of the company:

Who is the Chief Executive Officer?

What Stock Exchange is the company traded on?

What is the current price of the stock?

What was the 52-week high?

What was the 52-week low?

What is the 1-year target price?

What's in the news about the company?

Is the company strong or weak? Why?

Product Name	Parent Company	Website
iPods	apple	
Happy Feet		
PlayStation 3		
Windows XP		
Goolge		
ESPN		
CNBC		
CNN		
Navigator		
KFC		
Minute Maid		
Duracell		
Cheerios		
Cadillac		
Wii		
Crest		
WWE		
Pentium		
BET		
Sidekick 3		
IBM Computers		
Barbie		